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Sent: 12/14/2015 11:51:23 AM  
To: Haley, Nikki  
Cc:  
Subject: TRUMP AND CLINTON EXTEND NATIONAL PRIMARY LEADS IN RECENT ONE AMERICA NEWS NETWORK GRAVIS POLL

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## Executive Summary

### TRUMP AND CLINTON EXTEND NATIONAL PRIMARY LEADS IN RECENT ONE AMERICA NEWS NETWORK POLL

Winter Springs, Fla. – Donald Trump has extended his lead against fellow Republicans vying for the Presidential nomination in a recent One America News Network / Gravis Marketing poll completed shortly after the successful businessman made several controversial statements about banning Muslim's from entering the United States. The same poll indicates that former Secretary of State Hillary Clinton continues to widen her margin over Sen. Bernie Sanders and other Democrat Party contenders.

Gravis Marketing, a nonpartisan research firm based in Winter Springs, Fla., conducted a random survey of 1,995 registered voters in the U.S. regarding the presidential election on behalf of One America News Network. The poll has a margin of error of  $\pm 2.2\%$  ( $\pm 3.7\%$  for the 691 Republicans and  $\pm 3.6\%$  for the

731 Democrats), was completed using automated telephone calls (IVR Technology), and weighted by voting demographic.

The One America News Network / Gravis poll began by measuring the pulse of registered voters in regards to their opinion of the job approval of President Barack Obama. Of the 1,995 people polled, 53 percent currently disapprove of the Presidents job performance, while 39 percent indicated support for Obama and his actions as President. When asked about their party affiliation, 38 percent of the registered voters polled indicated they were Democrat, 32 percent stated they were Republican and 29 percent align currently as Independent voters.

The scope of the poll then focused on the hotly contested race for the GOP nomination for President of the United States. With primary season officially kicking off in less than 60-days, several candidates have made strides trying desperately to narrow the lead that Donald Trump has held in virtually all polls since he announced his candidacy. When asked, "Assuming you had to vote today, which 2016 GOP Candidate would you vote for," over 42 percent indicated they would support Mr. Trump. Texas senator Ted Cruz lead the pack of other candidates, capturing 16 percent support, while Florida Senator Marco Rubio, Dr. Ben Carson and former Gov. Jeb Bush rounded up the top five GOP Candidates.

"The poll was conducted Monday and Tuesday evening actually after his comments and it appears that those statements have helped Trump," said Doug Kaplan, President of Gravis Marketing. "We don't think he did it for help in the poll. We believe he made those comments when he did for two reasons – first was to control the media coverage this week. Second reason is he is controlling the narrative in the debate next Tuesday. The debate questions most likely will be about Mr. Trump and his comments about immigration and Muslims. He's going to be able to keep the other candidates off-balance in the debate then we assume he believes he can make the other candidates look weak on terrorism."

Kaplan continued with his analysis of the poll, "This was a very calculated move by Mr. Trump. We believe the GOP nomination is a four-person race featuring Trump, Cruz, Rubio and Bush. Even if Trump wins in New Hampshire; if Bush comes in a close, second he is still in the game. The debates are so important the next few that are coming up."

On the Democratic side of the 2016 Presidential primary season, former Secretary of State Hillary Clinton extended her lead over Bernie Sanders and Martin O'Malley. The same 1,995 registered voters were asked; "Assuming you had to vote today, which 2016 Democrat candidate would you vote for?" Clinton captured 62 percent support of those that were polled, while Sanders received 30 percent and O'Malley garnered nine percent of the total potential vote.

"Joe Biden passing on the race has helped Clinton, as foreign policy is her

strong suit. With the recent attacks in Paris and San Bernardino, it makes her stronger against the other candidates. Bernie Sanders is focused on domestic policy. He has been silent the last month, and with Biden choosing not to run; along with the tragic events in Paris and now in California; he is quickly becoming neutralized as a threat to Clinton,” concluded Kaplan.

Finally, the One News America Network / Gravis Marketing poll asked voters to choose between Clinton vs. other Republican potential nominees. In head-to-head pairings, Clinton currently holds leads vs. Donald Trump, Ben Carson, Jeb Bush, and Rand Paul by a 51 to 49 percent margin. She also holds a four-point lead over Sen. Ted Cruz and Carly Fiorina (52 to 48). However, when paired up against Florida Senator Marco Rubio, the two are virtually tied, each capturing 50 percent supports of the 1,995 voters polled.

\*Infographics of all questions asked during the One America News Network / Gravis Marketing poll are notated below, along with supporting demographic data obtained during the poll.

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Doug Kaplan-Managing Partner

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